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MAKE IT WONDERFUL



ISSUE 175 / MARCH / 2015

Welcome

Welcome to the March issue of Designer Kitchen & Bathroom.

2015 certainly got off to a lively start in Cologne with the return of the Living Kitchen show. This event has become established as an important barometer of trends and medium-term business prospects, which is why the quality and variety of what was on display was so encouraging.

We bring you some of the not-to-be-missed highlights from the show this month, with more to follow in our April issue too.

On the bathroom side of things, we're gearing up for ISH which takes place in Frankfurt this month. *Designer* will be there for the duration of an exhibition which never fails to reveal a good selection of game-changing new products. As always, you can expect extensive coverage of the products that matter from the show throughout the next few issues.

Back to the here and now though, and this month we investigate how showrooms are shaping up in the internet age. Large, inspirational room sets appear to be the order of the day in delivering a successful physical presence, but we hear from some of the leading experts in showroom design on how to create the right ambience for making the customer feel at home.

Enjoy the issue.



EDITOR Martin Allen-Smith





facebook.com/ designerkb



linkedin.com (Designer Kitchen & Bathroom Magazine group)



The print edition of *Designer Kitchen & Bathroom* magazine is just one part of what we do. Not only do we provide the most authoritative overview of all things design in the K&B sector every month, but you can also access the magazine using our brand new fully interactive app. Use it to discover additional content and extended versions of some of our features.

We also have a lively online community that stretches right across the social media spectrum, from Twitter to LinkedIn, Facebook to Instagram. Join us on all platforms to keep up-to-date on the latest design news, share ideas, and discuss the big topics with other readers.









According to the German Institute for Service Quality (DISQ) Nolte Küchen has been awarded "Germany's most popular kitchen brand".

For more information please contact us - 01707 290444







1. PLATZ

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www.disq.de

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NEWS / PRODUCTS

News

OUR MONTHLY ROUND-UP OF THE **PEOPLE**, **PRODUCTS** AND **EVENTS** THAT MATTER FROM ACROSS THE KITCHEN AND BATHROOM DESIGN SECTOR...



Monochrome Marvel

From Merlyn's new Series 8 Colour range comes Matt Black, one of four colour finishes which also include Gold, Matt White, and Bright Chrome. The accent colour contrasts with the chrome fittings and is available as a sliding door (1200mm and 1400mm) with side panel options (800mm and 900mm). Merlyn / merlynshowering.com



Victor Turns Up the Heat

The eponymous Victor radiator, by internationally renowned architect Victor Vasilev, is made from a 3mm thick plate, interrupted by symmetrical flaps which are used to store towels. Made entirely of recyclable aluminium, Victor is available in two widths and two heights with optional towel hooks. It can be finished in a choice of 25 RAL colours and 14 special finishes. Iconic Radiators / iconicradiators.co.uk





A BATHROOM GEM

Diamond freestanding basin by Karol and available from C.P Hart. **C.P. Hart / cphart.co.uk**

DATES FOR THE DIARY

10-14.Mar.2015

ISH 2015 Frankfurt, Germany

The big biennial bathroom show returns with exhibitors and visitors from around the world. Energy efficiency and technology are among the key themes for the special features of the event which this year will be looking to exceed 2013's visitor total of over 180,000 along with more than 2,400 exhibitors. ISH / ish.messefrankfurt.com

NEWS / MATERIALS

House Show

Surfaces manufacturer Cosentino has teamed up with designer **Steffen Kehrle** to create **The House of Dekton**, a project intended to show off the various qualities of the new material...













The 14-sided house is made entirely of Dekton, including floors, walls, roof, seating and a corresponding 14-sided table as the central element. It also features an engraved pattern based on the House of Dekton floor plan and reminiscent of traditional Moorish tile patterns from the south of Spain.

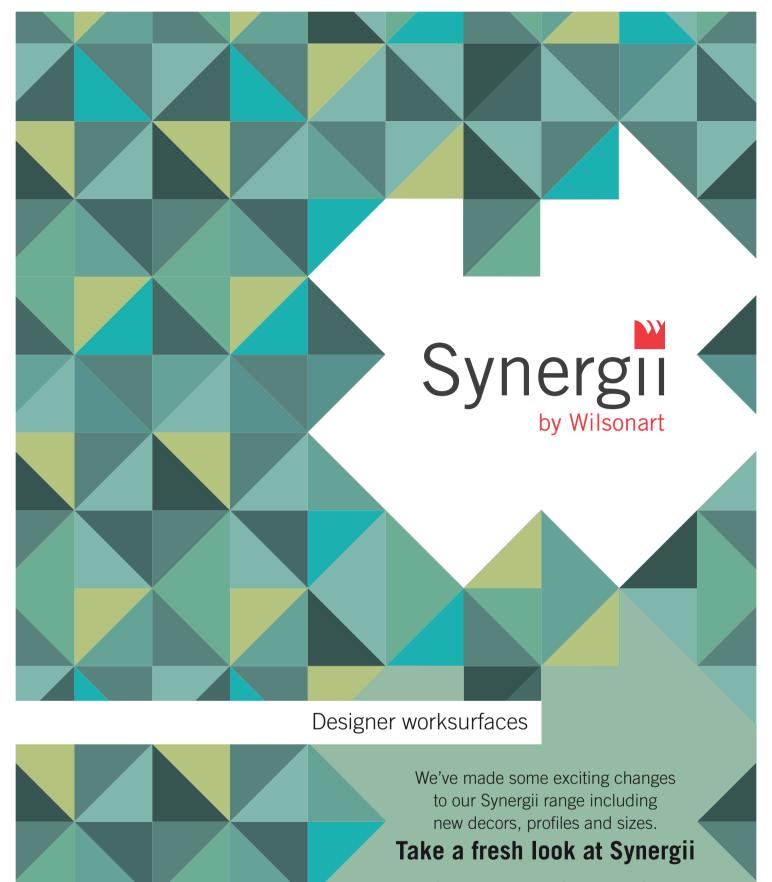
The walls are made with large-format Dekton panels (1.44 x 3.20m), arranged next to each other as in a house of cards. The entire Dekton house is the 'Danae'

colour finish; an elegant cream shade, reminiscent of travertine limestone. The central table with its 15 different shades mirrors the entire colour palette in which Dekton is currently available.

The project is currently on tour, appearing at a number of trade exhibitions across Europe. It has been shown in Munich and Stockholm and will be displayed at Made Expo in Milan this month, followed by Construmat in Barcelona in May.

Dekton / dekton.com





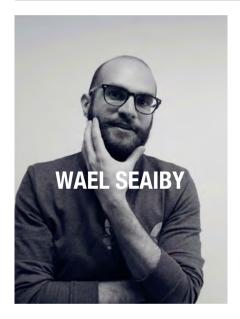
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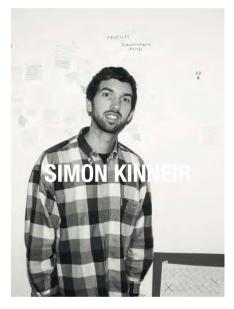
synergii@wilsonart.co.uk www.wilsonart.co.uk

The Shape of Things to Come

Design Council marks its 70th anniversary with a list of 70 of the most exciting up-and-coming designers in the UK







Design Council has announced its 70 Ones to Watch, consisting of some of the most promising designers in the UK who together represent the future of British design.

Showcased as part of Design Council's 70th anniversary celebrations, the designers – each chosen for an individual product or project of outstanding design ingenuity and vision – have been selected from hundreds of entrants. The huge range of submissions covered design disciplines from furniture

design, architecture and jewellery design, to material experimentation and app development.

John Mathers, Design
Council Chief Executive,
said: "We are proud to be
marking 70 years of the
Design Council in 2015
with this line up of new
designers. Ones to Watch
offers an exciting vision of
our future, with fresh ideas
from emerging designers
that address important
contemporary living
challenges from sustainability
to health, education to

city living and simple but effective ways to improve everyday life.

"The variety of the designs illustrates the diverse nature of ideas coming out of the UK, and we hope to see these designers producing more exciting work over the coming years."

The 70 Ones to Watch have been selected by Design Council and an expert judging panel including Harriet Vine of jewellery micro-manufacturer Tatty Divine, digital and lifestyle entrepreneur Martha Lane Fox; Chloe Macintosh, co-founder of online makers marketplace Made. com; and experts from the Royal Institute of British Architects (RIBA).

The selected line up can be broadly divided into six categories: everyday living; design for health and wellbeing; materiality; design for social impact; future of city living; and rethinking reality.

Design Council / designcouncil.org.uk





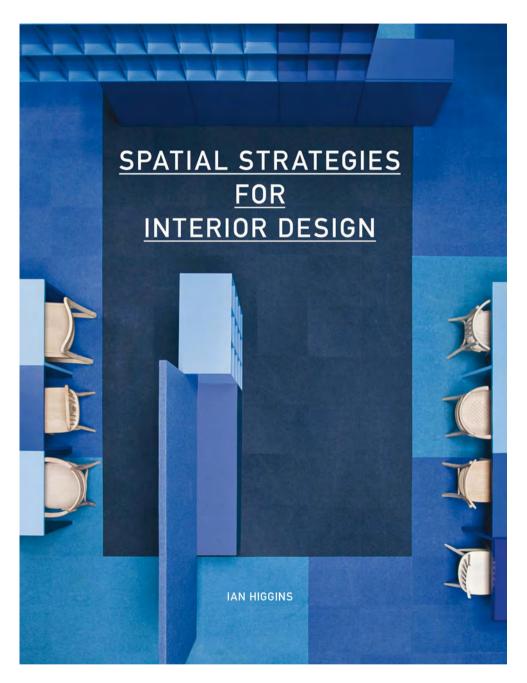






GREAT BRITISH INNOVATION

Salcombe is our latest range of furniture creating a new look by combining a painted effect design without having to have the traditional shaker style. Inspired by the British coastline, Salcombe redefines contemporary design with its sleek and minimal yet modern approach.



BOOK REVIEW: SPATIAL STRATEGIES FOR INTERIOR DESIGN

BY IAN HIGGINS (LAURENCE KING) £24.95 Interior design is all about creating an interface between people and the buildings they use. The interior designer has to consider a number of issues that range from the strategic to the detailed. Crucial to the success of any interior scheme is the spatial organisation of the facilities needed to enable the interior to satisfy its functional requirements.

Spatial Strategies for Interior Design is a guide to organising and planning interior spaces. Divided into ten chapters, the book simplifies the

complex problems of planning by introducing key issues for interior designers to consider during the design process.

It features photographs, diagrams, models, case studies, and a glossary of useful terms. The book provides information on finding ways to start the design process, analysing existing buildings, using planning diagrams, developing three-dimensional spatial compositions, designing in section, and how to communicate design ideas.

OUT WITH THE TAP... IN WITH A Quooker®

QUOOKER FUSION: a single tap for hot, cold and 100°C boiling water.



HISTORY - Over 40 years in the making - that's why all boiling water taps are not the same

When engineer Henri Peteri was working on the development of instant soup in the late 1960s for an international food company, he realised that soup would never be 'instant' without boiling water on tap. From that moment on he was captivated by this idea. He left the company he was working for and started developing an appliance that would dispense boiling water instantly. Quooker was born.

THE WORLD'S FIRST - Dedicated 100°c boiling

Quooker remains the world's first and only dedicated 100°c boiling-water tap and holds global patents. The FUSION marked a significant development in the history of the company and now you can have one tap that delivers hot, cold and 100°c boiling water.

CONSUMER DEMAND - 1.5 million annual marketing spend driving customers to your showroom

Extensive multi-platform marketing is creating significant consumer demand and Quooker's impactful adver<mark>tising c</mark>ampaigns engage with consumers across television, print and online media. The UK has over 75,000 Quooker users some of whom you will see on Television in shows such as Masterchef ,Saturday Kitchen and Great British Bake Off to name but a few. That's why all boiling water taps are not the same.

KITCHEN SHOWROOM LINE ONLY - Fusion is not available via any online appliance sites

The FUSION has been launched as a kitchen showroom line only. It's not available online demonstrating Quooker's commitment to its kitchen dealer network.

Contact us to find out more on the Quooker FUSION.

0808 102 2275 www.quooker.co.uk





Neil Lerner Design has introduced a new modular kitchen design which it describes as 'clean lines with curves'. The vertical elements are softened with rounded edges to create an ergonomic and streamlined look enhanced by the tonal choice of colours in neutral shades.

It is shown in grey oak veneer and white high gloss lacquer, with the island worktop and table in brushed steel. The kitchen features three modular 'pods' housing storage, ovens and fridge/freezer. The streamlined island with sink and flush hob features a circular table with two triangular legs.

Neil Lerner Design / neillerner.com











Ripple Effect

The Water Effect Light by Radiant was originally developed as a custom design for the Landmarket residential tower project in Stockholm, Sweden. The luminaire incorporates 4 white LEDs with different colour temperatures run by a 4-channel DMX controller which, in combination with a rippled glass panel, creates a slowly changing effect of water reflected from flowing water.

Radiant worked closely with Daniel Hodierne from the Swedish lighting design company Ljusarkitektur to develop the product from a design idea through to production.

Radiant Architectural Lighting / radiantlights.co.uk

NEWS / PEOPLE



Not Just Child's Play

Now in its 13th year, the Electrolux Design Lab competition has announced that its 2015 theme is 'healthy happy kids'.

The global design competition annually receives more than 1,700 submission forms from over 60 countries. This year's cash prizes have been doubled and the winner now receives €10,000 and a six-month paid internship at one of the global Electrolux design centres.

The competition seeks ideas for products, accessories, consumables and services for the future home in

three focus areas: cooking, fabric care and air purification.

The best submissions will be published on the Design Lab website and can be promoted in social media, offering students an opportunity to reach a global audience. The Electrolux experts will then help to develop and give feedback to these ideas. The winner of the competition will be chosen by a jury of experts towards the end of 2015. The deadline for entries is 8 April 2015.

Electrolux Design Lab / electroluxdesignlab.com



PEOPLE ON THE *MOVE*

Masterclass Kitchens has recruited Dan Marshall as Product Developer within the design team at the Walesbased firm. Marshall joins the company having graduated from Cardiff Metropolitan University last year with a degree in Product Design.



PEOPLE ON THE *MOVE*

Kitchen designer Michelle Gould has been appointed Retail Services Representative for the Midlands at Blum UK. Her role will be to support independent retailers within the region as part of the company's broader retail services division.



PEOPLE ON THE *MOVE*

Paul Sackley has been appointed General Manager for BagnoDesign in the UK. Based at the company's European HQ in Leeds, Sackley was previously based in Dubai where he worked for parent company Sanipex Group working across a range of departments.



PEOPLE ON THE MOVE

Shower enclosure manufacturer Manhattan has appointed Sophie Smith as Marketing Assistant. English Literature graduate Smith will be responsible for a range of marketing duties, including maintaining the company's website and social media activity.



Consumers put more care into choosing their kitchens cabinets than any other interior product, according to a report commissioned by exhibition organisers UBM which runs the May Design Series and KBB Birmingham trade shows.

1-3 MONTHS : Cabinets

Kitchen

The report – *Interiors Buying Census* – is the result of an independent survey of a representative sample of over 2,000 adults in the UK.

The survey asked consumers how long they wait before deciding whether or not to buy an item for their home. and results revealed that kitchen cabinets are the nation's most considered purchase ahead of flooring, sofas and lighting. On average, consumers will deliberate for between one and three months before purchasing a kitchen, compared to a couple of weeks for an armchair, or just a day for an item of wall art.

the top five products that consumers are looking to purchase this year, making them more popular than lighting, beds and rugs. Bob Marsden, National Retail Sales Manager for kitchen furniture brand Nolte, suggests that this may be because consumers still prefer to purchase a kitchen in-store, rather than purchasing instantly online: "Online shopping is still in its infancy for kitchens, as there are so many factors that can go

wrong. A good website

and 3D kitchen planner,

also available on iPad,

will give the customer options for their space."

The report also placed

kitchen appliances in

Elsewhere, the *Interiors Buying Census* revealed that surprisingly few consumers prioritise buying British products for their homes, with just 18% naming it as a consideration. However, a quarter of all shoppers

are now consciously purchasing products that have been produced sustainably.

kitchen furniture than any other interior

product according to a new survey

Top earners (over £200,000 per annum), as well as those aged 55+, are more likely to want to touch and feel a product before purchasing it, and interestingly the larger the budget, the savvier the customer is likely to be when deciding whether to part with their money. Although nine in 10 shoppers claim that price is their main consideration when shopping for interior product, a third admit that they are ultimately led by their emotions and will rarely stick to their predetermined budgets.

The May Design Series Interiors Buying Census is now available to download in full for free at the May Design Series website.

May Design Series / maydesignseries.com



A Closer Look

First shown in the UK at 100%
Design last year, the Closer
wall-mounted multi-directional
showerhead by Zucchetti has a
brass arm, aluminium head and
rubber detailing to prevent damage
when it touches the wall.

Inspired by the shape and flexibility of an adjustable lamp, the shower can be positioned in a wide range of different positons.

Zucchetti / closer.zucchettikos.it/en







In association with





To get involved contact Clara Perry 01787 221396 clara@propub.co.uk

@ DesignerKBaward#DesignerAwards15designerkbawards.com

SHOWROOMS

Showrooms

SHOWCASING SOME OF THE BEST SPACES AND PLACES FROM AROUND THE KITCHEN AND BATHROOM SECTOR





POGGENPOHL WATERLOO

Poggenpohl has refurbished its Waterloo showroom with nine new contemporary kitchen displays. Located under the railway arches, the displays are arranged against the Victorian brick walls with a floor by Concreate. The restrictions of setting up a showroom in an unusual location have been overcome with a fully glazed entrance to maximise natural light and exposed services to give an industrial edge.

The space features both large and small kitchens as well as seating areas to illustrate how Poggenpohl furniture can be used effectively in a variety of settings. Displays include a white high gloss +Segmento kitchen with Lapitec sintered stone worktop, a +Edition kitchen combining natural wood with pebble grey matt lacquer and a +Modo kitchen in sand grey matt lacquer with contrasting natural ash veneer. Appliances are from Gaggenau,

Sub-Zero & Wolf and there are working Miele ovens and a Zip boiling water tap.

Poggenpohl Waterloo is located next door to CP Hart's flagship bathroom showroom.

Contacts

Poggenpohl Waterloo / 213C Newnham Terrace, London, SE1 7DR / waterloo.poggenpohl.com







DeVOL KITCHENS

Headquartered in picturesque offices and showrooms at a former water mill in Leicestershire, DeVOL Kitchens has now opened up a London showroom in the capital's design hub of Clerkenwell. The displays demonstrate the manufacturer's highly crafted designs, including a Shaker kitchen, painted in Pantry Blue, with Carrara marble

worktops and a large prep table from DeVOL's Classic English Range. The overall tone for the space is a contemporary take on classic English styling.

Downstairs, the showroom houses a design and photography studio as well as the company's PR and marketing office.

Contacts

DeVOL / 2 Tysoe Street, Clerkenwell, London, EC1R 4RQ / **devolkitchens.co.uk**

New Interactive Issue of Designer Available Now

Designer is now available in both a standard and a custom build format. The new interactive issue has been specifically designed for tablet devices and is packed full of NEW interactive features and additional content that is not present in the print edition.

Key features of the new interactive issue:



360

Tap to explore a complete 360 degree view



Media Content

Tap to stream an audio or visual clip



Feature Continues

When you see this symbol, follow the arrow to continue reading the feature



Simply search for Designer on www.pocketmags.com or visit the Apple iTunes store.









Additional Content

This symbol denotes additional App only content



Slideshow

Tap and scroll to reveal a photo gallery



Next

When you see this symbol it enables you to skip to the next feature

KITCHENS / Q&A / KIMBERLY FINCH

Q&A

PASSIONATE ABOUT ALL THINGS DESIGN,
KIMBERLY FINCH HAS BEEN SENIOR DESIGNER
AT RIPPLES CHELMSFORD SINCE THE BATHROOM
RETAILER OPENED FIVE YEARS AGO

66 77

Where are you from?

Essex. I was born in Maldon, and my family home is in a small village near there called Heybridge Basin, but now I live in Brentwood.

Previous roles:

I have worked with Nicholas Anthony London within its contracts division. I moved to C.P. Hart and worked as its Business Development Manager for the contracts division working closely with Poggenpohl. I then moved to Italian furniture brand Misura Emme as an interior designer before joining Ripples Chelmsford.

What made you choose a career in design?

It was always going to be in design either in fashion or interiors. Interior design wasn't as big then as it is now, so I feel that I chose the right field - I am passionate about interior design.

What is the best part of your job? Seeing a job through to completion and feeling really proud of the design and the customer's reaction.

What is the most difficult part of your job?

The suppliers and, of course, the paperwork.

Which have been your favourite projects so far and why?

I worked on Kenwood Place in Hampstead Heath with Poggenpohl and Misura Emme where we designed walk-in wardrobes and the kitchens and utilities for all of the apartments. That was a particularly high-end project. I have recently designed the kitchens and bathrooms for six luxury houses in Essex. I love being on site and am currently working on an extensive project in Stock, Essex. The main residence is a huge barn in gorgeous farmland surrounded by smaller but equally gorgeous outbuildings for a client who has become a great friend.

Who or what inspires you?

People who have made their own way in life such as Richard Branson, all of the 'dragons' from *Dragons Den*, JK Rowling , Alan Sugar, Vanessa Brady and Lynne Hunt.

Current music choices:

I love Ed Sheeran, Bruno Mars, Kings of Leon and Ibiza music such as Cafe del Mar – all types really. I frequently go to V Festival too.

TV programmes you never miss:

Scandal – it's amazing – as well as 24 and The Following. Oh and I also love Stella, The Secret Millionaire, Dragons Den, The Restoration Man, and Grand Designs.

Favourite place in the world:

Rarotonga (one of the Cook Islands), Gili Trawangan (a tiny island off the coast of Bali), India, Thailand, Barbados, Grenada, St Lucia, and New York. I am very lucky to be well travelled – I have a bucket list of places still to tick off... and I would never rule out the moon!

Who is the most famous person you've met? Kelly Hoppen.





Something not many people know about you:

When I left university, I couldn't initially find a job in design so I was an air hostess for British Airways airline GO. It was always a job that had appealed to me so I did it for six months and loved it but left to go travelling. So I can say that I have jumped out of an aeroplane and travelled down the inflatable slides.

What would be your specialist subject on Mastermind?

Useless information. I am the font of useless knowledge – I don't know where I pick it up from.

Social media: love it or loathe it?

Loathe it – I go on to Facebook occasionally but like to speak to my friends in person. I do however like Pinterest if I have the time. But I have no interest in Twitter. Where do people find the time and who cares?!

Which three words would you use to describe yourself?
Strong willed, passionate and funny.

What's the best advice you've ever been given?

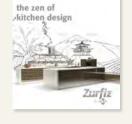
Two things: be nice to people on the way up, you might meet them on the way down; and treat people how you would want to be treated.

Contacts

Ripples Chelmsford / ripples.ltd.uk









For a copy of our fantastic 2015 brochures, showcasing new colours and Glidor, our newly launched sliding range, please contact your sales manager or visit:

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BATHROOMS / PRODUCTS

All That Jazz

NEW CREATIONS FROM ITALIAN DESIGN DUO MENEGHELLO PAOLELLI FOR ARTCERAM FUSE VINTAGE STYLE WITH A MODERN EDGE

triving for a retro
bathroom feel, three new
ranges from Artceram
reflect this aesthetic in a
modern and fresh way.
The collections – Blues,
Azuley and Jazz – have
been conceived by Meneghello Paolelli
Associati as ranges that prioritise softer
and rounder shapes over minimalism.

A mix of the traditional and the contemporary, with soft lines and strong shapes, the Jazz collection has an eye on the style of the past. The column washbasin features the diamond shapes of Art Deco and the minimal lightness of more recent suspended sanitaryware. The collection includes ceramic elements, a column washbasin in two sizes (60 x 48cm and 70 x 48cm), a freestanding washbasin, suspended and back to wall sanitaryware, a one-piece toilet bowl and a free standing washbasin in Icetek solid surface.



BATHROOMS / PRODUCTS





BLUES

Blues is a follow up to Jazz and features clean lines and soft silhouettes for washbasins and sanitaryware, marked by a wide border of ceramic surfaces. The rounded shapes are in contrast with the geometry of the steel accessories which are also from the Artceram range. The collection includes washbasin column and sanitaryware as either back to wall or wall hung.





E ANDREAS A CLATOS

HURSOUF CAPPUSENOLIM CONVENTOS

HURSOUF CAPPUSENOLIM CONVENTOS

MODERATOR

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POSUIT. d33

BATHROOMS / PRODUCTS





AZULEY



Finally, Azuley is intended as a complete collection of washbasins and sanitaryware in a neoclassical style characterised by plump shapes and round contours. The wide edge and the curved lines recall the elegant and dynamic style of the 1950s. The wide surfaces and round edges have been designed to enable this collection to take on more detail and colour. **d**

Contacts

Artceram / artceram.it/en



d35



d36

Ace of Space

LOCATION IS IMPORTANT OF COURSE, BUT WHAT YOU DO WITHIN YOUR SHOWROOM IS VITAL TO ITS LONG-TERM SUCCESS. **GRAHAME MORRISON** GATHERS SOME INDUSTRY VIEWS ON THE KEY FACTORS THAT MAKE OR BREAK A SALES SPACE...

irst impressions count they say, and up until a couple of years ago the first impression a prospective customer got of a kitchen or bathroom business was from a showroom. Today, there is a good chance that some form of social media has brought them to your door. Perhaps they first heard about your business via one of the platforms such as Facebook, Twitter or Pinterest – if you post images to it – or even good old-fashioned word of mouth.

"Retailing today is all about making your business a destination that consumers want to visit," notes Jason Grinton, UK and Ireland Business Manager at Pronorm. "Retailers should assume that consumers will have already done some research online, or had a recommendation through word-of-mouth, and formed an opinion, so they must make sure the showroom lives up to that as the first few minutes inside can make or break a sale. Consumers are very judgemental, so make first impressions count."

"We have noticed fewer blind walk-ins since most people start their research online at home on the various social networks now available," agrees Rebekah Okoli, Showroom Manager at Extreme Design. "So our online experience is as

powerful as the one when they turn the handle of our showroom door.

"Yes, we believe that first impressions are key, and certainly that impression is made less than five seconds on meeting each other. So to ensure the showroom is showing the very best of what we can deliver is powerful. But most importantly, it's the people behind the business. Keep it simple – do what you say you are going to do. That way, a trusting friendship can be relied upon, and used to get both designer and client across the finishing line. We designers love to see the finished product after all. That is our ta-daaa moment!"

Liam Butler, Manager of the Miele London Gallery, says: "In a fast moving online world, showrooms are still a great option, offering a truly unique customer experience, where they can see the products and experience them in action, and also ask any questions that they might have concerning design, performance and installation.

"People buy from people and showrooms which focus on delivering outstanding service with a personal touch, exceptional product and a great in-store experience backed-up by expert advice will always have the edge over their virtual price-led counterparts."







Left Duncan Heeles of BagnoDesign tried to imagine how Apple would design a showroom if they sold bathrooms

Right The John Lewis Fitted Studio in Oxford Street showcases 58 kitchen, bedroom and bathrooms displays featuring leading brands such as ALNO

"It's important to have the right environment", says Roundhouse Director Jamie Telford. "For Roundhouse, it must be friendly, not too over-elaborate but have plenty of charm and some architectural interest – we're very much a design-led company founded by architects and our client base consists of upmarket, design-savvy property owners, interior designers, developers and architects. The showroom environment is therefore crucial to convey what we're about.

"We have seven showrooms across London, Guildford & Cheltenham and the flagship 140 sq m showroom is in a prime position in 'kitchen alley' in Wigmore Street. It's located in former music publishing offices and retains many original features such as impressive stained glass windows, which we recently restored, some striking decorative plasterwork and a vintage chandelier. The architectural features provide a sympathetic environment for seven signature understated Roundhouse bespoke kitchen ranges."

Seven is the magic number for Roundhouse; seven showrooms and seven displays in its flagship showroom. So is it a case of less is more when it comes to kitchen or bathroom displays? For Tina Riley of Modern Homes, it was important to show a broad range of options to clients. "We have built our showroom with lots of smaller displays so that the customer has enough choice to see what it is they are looking for. Providing a range of good display in different styles with a selection of worktops also helps you capture all price points. A working kitchen is a powerful tool as hosting events in your showroom is one of the best and most cost-effective ways of bringing in customers."

John Lewis certainly does not hold back from showing what it has to offer consumers. The John Lewis Fitted Studio, situated on the third floor of its Oxford Street store, showcases 58 kitchen, bedroom and bathrooms displays featuring leading brands such as Duravit, ALNO, Perrin & Rowe, Hansgrohe and Lawrence Walsh as well as John Lewis' own designs. A spectrum of traditional and contemporary displays covering a wide range of price-points, ensures there is a look to suit every taste and budget.

BagnoDesign in Glasgow have strived to keep things as straightforward as possible for customers however. "We tried to imagine how Apple would design a showroom if they sold bathrooms, creating a 21st century bathroom showroom if you will," explains Duncan Heeles, Director at BagnoDesign Glasgow. "The BagnoDesign Glasgow showroom, for example, was designed in such a way as to simplify the process for our customers - not just setting after setting featuring a hundred versions of the same thing. Rather, our displays are varied, highlighting all different aspects of bathroom design: traditional versus contemporary (with several stops in between), showering versus bathing, more or less tiles, wall mounted or floor mounted fittings, high-end versus affordable luxury, etc.

"I launched the BagnoDesign Glasgow franchise after many years of designing kitchens and thanks to the many similarities between these two spaces, I have been able to draw on this experience greatly when designing the bathroom showroom. This is because although the functions of a kitchen may juxtapose those of a bathroom, the common principles of design coincide."

"Regardless of their showroom footprint, we encourage our dealers to have as many large sets as they can because it's far easier to sell from a larger set than lots of smaller ones," says Lynn Dale, National Retail Sales Manager



for Keramag Design. "Large sets can incorporate so many different products and show off all the whistles and bells that will excite and inspire. For example, devoting a large space to creating a show-stopping design that integrates a bathroom and bedroom, complete with soft furnishings, props and decoration, will enable a retailer to sell aspirational design much more effectively than small, individual room sets ever will."

Finally, Caroline Cooper of Roman Bathrooms emphasises a point many of the people we spoke to made about the importance of having the right staff in the showroom. "Showrooms can use all the tricks in the book to make customers feel at home, smells of fresh bread and coffee or music but for me it comes down to having the right staff and the best displays", she says. "Finding showroom staff that are welcoming and can put customers at their ease is vital.

"Many potential customers still equate a nice showroom with pushy staff and things like the Victoria Plumb advert have reinforced this myth. Allowing the customer to feel comfortable so that they want to stay and browse facilitates the beginnings of a trusted relationship which will lead to a sale."



Realistic Solutions

"The key to successful showroom design lies in seeing the space as if through the eyes of your customers – and this goes much further than simply ensuring it is kept clean and tidy", says Georgina Spencer, Marketing Manager for Roca Group (UK). "Customers are looking for inspiration and showroom displays offer the perfect opportunity to provide them with just that, so dare to be different and give them food for thought at every turn.

"As well as inspirational, your showroom displays also need to be achievable, so consider designing them around some of the most common themes that customers are looking to address in their own bathrooms. This means thinking about how to design a compact space, how to create the ideal en-suite and how to achieve an uncluttered, relaxing and practical family bathroom.

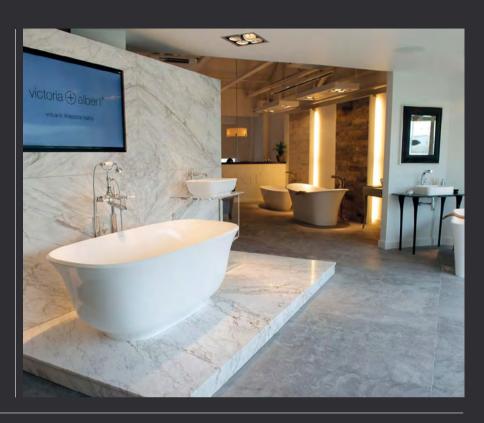
"Your showroom design will be completely new to each visitor so it doesn't need to be updated as often as you may think. It simply needs updating occasionally to reflect current trends and new product lines."

Location & Collaboration

Victoria + Albert's new, larger showroom in the Chelsea Harbour Design Centre enables the company to bring together a range of baths from both its modern and traditional collections, featuring statement displays, such as the Amiata and Cabrits bath, alongside a range of basins and brassware in various finishes.

The new space allows for more lifestyle-led displays, with five dedicated display areas to evoke different bathroom settings.

Victoria + Albert's showroom also works closely with designer radiator brand Bisque, featuring models from its displays to create a total bathroom look alongside presentations by stone specialists Lapicida.





Sell the Lifestyle

"Creating a warm, inviting, inspirational living space is critical to any showroom success in my view," says Craig Davies, Managing Director of Sub-Zero & Wolf UK. "A kitchen showroom should be alive with enticing smells, whether of freshly brewed coffee or warm and spicy, freshly baked apple pie or biscuits.

"High standards of cleanliness and tidiness should go without saying. It's imperative to be able to cast an unbiased eye over the space, to clearly see how the space will be viewed, not only by first time visitors but for those regular designers, architects or clients who may use the space more frequently.

"Live cookery demonstrations are enjoyed by consumers wanting to decide on exactly which models and products they wish to select. They don't need to be long, complicated or cost very much money but we see orders increased by consumers who attend demonstrations prior to order as they may see products in use that they hadn't previously considered.

"Impress your visitors and clients and give them something to aspire to. Create room sets that they can see themselves living in or dream of living in."

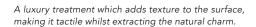
The Sub-Zero & Wolf showroom in Knightsbridge frequently plays host to charity events such as this charity auction to raise money for Haven House hosted by former cricketer Ronnie Irani (left), Juliette Raine of Sub-Zero & Wolf, and Gary Lineker

Contacts

Pronorm / pronorm.de Extreme Design / extreme-design.co.uk Miele / miele.co.uk Roundhouse / roundhouse.com **Modern Homes /** modernhomesleamington.co.uk John Lewis / johnlewis.com BagnoDesign Glasgow / bagnodesignglasgow.com Keramag Design / keramagdesign.com Roman Bathrooms / romanbathrooms.co.uk Roca / rocalondongallery.com Sub-Zero & Wolf / subzero-wolf.co.uk Victoria + Albert / vandabaths.com











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- (1) For over twenty two years Searle & Taylor has been synonymous with the meticulous planning, design and installation of beautiful kitchens. We have Full Bespoke and Poggenpohl kitchens on display searle-taylor.co.uk
- (2) Luxe Kitchens specialise in German & English kitchens for home extensions covering all of Essex & London, call us today
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- (3) Established in 2000, Excelsior Kitchens are one of the leading fitted kitchen specialists in East Anglia, the South and London. With a wide range of materials, colours and styles, we can find a solution for all projects, budgets and locations. Our
- showrooms in Essex and Hertfordshire have highly trained and experienced designers who can offer you expert advice and a professional service. excelsiorkitchens.com
- (4) Jackle Design have opened a high end retail studio in Barnes South west London. We are showcasing modern Furniture by Rotpunkt and a more Tradition but still contemporary range by
- Jane Cheel. Appliances by Sub-Zero, Wolf, Miele and Siemens. jackledesign.com
- (5) Designed by the award-winning architect Zaha Hadid the Roca London Gallery offers the ultimate bathroom inspiration. Explore the showroom and discover some of Roca's newest and most emblematic products. rocalondongallery.com











- (6) Mike Hughes Fitted Interiors has 28 years of designing for the kitchen industry. Their constantly changing Showroom today has open spaces with larger room sets allowing the customers to visualise their dream home. mikehughes.co.uk
- (7) Spazio Design of Chelmsford are kitchen, bathroom and interior specialists, offering an exclusive range of quality
- products from British, European and Worldwide manufacturers, with stunning displays to view at the Chelmsford Showroom. spaziodesign.co.uk
- (8) Sovereign Bathroom Centre is a long established family owned business, our large award winning showroom has over 50 stunning bathroom displays and is conveniently located
- on the edge of Southampton. sovereignbathrooms.com
- (9) Davonport design luxury bespoke kitchens and interiors, all created and displayed in our Colchester factory and showroom. Our handmade kitchens and interiors are also available from our network of Davonport resellers. Please visit our website for more details. davonport.com
- (10) High level pans remain a popular choice in traditional bathrooms or cloakrooms for period homes. Burlington Bathrooms, the leading supplier of traditional styled bathrooms that combine modern technology has introduced a pipe option that allows for a high level cistern virtually anywhere. burlingtonbathrooms.com

Review:

Living Kitchen 2015

THE THIRD EDITION OF COLOGNE'S KITCHEN SHOW LIVING KITCHEN
CERTAINLY BUILT UPON THE PROGRESS MADE IN PREVIOUS YEARS
WITH A REASSURINGLY CONFIDENT SHOWING OF THE LATEST TRENDS...



rawing around
146,000 visitors from
138 countries, Living
Kitchen has seen a
significant increase in
visitors from outside
Germany according to
its organisers. The seven day event runs
alongside the imm Cologne furniture
fair and both have taken on a distinctly
international flavour in recent years.

"The figures prove that the international appeal of the two events in Cologne has grown even more and that they offer the most important platform for the domestic as well as the international market", said Gerald Böse, President and Chief Executive Officer of event organisers Koelnmesse.

Dirk-Uwe Klaas, Managing Director of the Federal Association of the German Furniture Industry, drew a similarly positive conclusion: "We already had very high expectations of the fair and even they were exceeded. We are happy about the increase in national and international industry visitors and are starting the 2015 furniture year very optimistically."

In total, 45 per cent of visitors were from outside Germany. Within Europe, increases in visitor figures were recorded in particular from Spain (up 27 per cent), the UK (up 20 per cent), Italy (up 11 per cent) and the Netherlands (up 13 per cent). Visitor figures from France, Scandinavia and Poland also showed good growth and offset the politically induced fall off in visitors from Russia. Significant increases could also be seen in industry visitor figures from China (32 per cent) and from the US (47 per cent).

For a show predominantly aimed at the trade sector, an impressive 44,000 consumers also took advantage of the public days of the event.

We round-up a few of the design highlights over the following pages, including new launches from SieMatic, Miele, Eggersmann and Rational. Look out for further coverage of Living Kitchen in the April issue of *Designer*.



Contacts

Living Kitchen 2015 / livingkitchen-cologne.com

KITCHENS / LIVING KITCHEN 2015



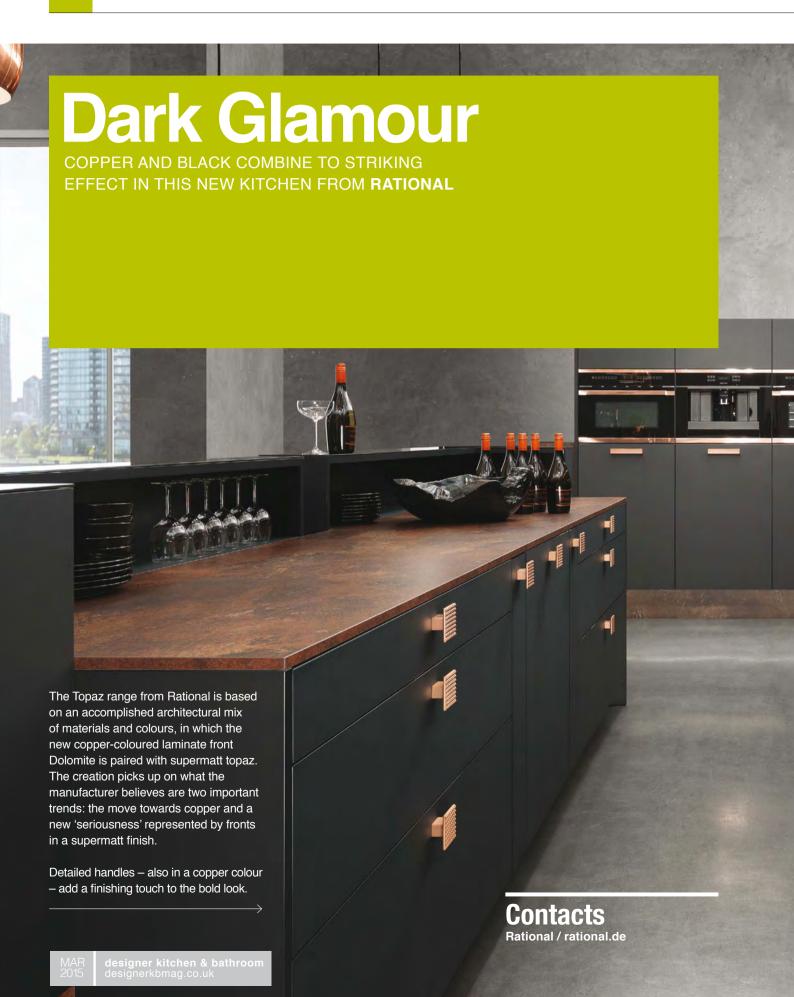








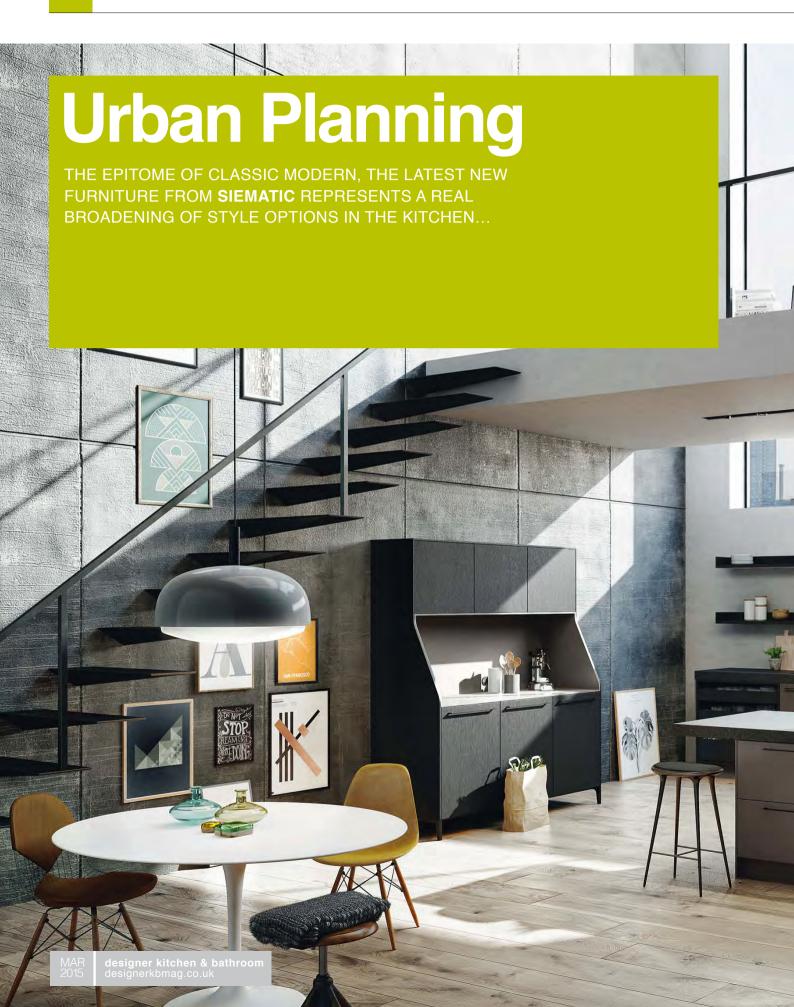
KITCHENS / LIVING KITCHEN 2015 / RATIONAL



KITCHENS / LIVING KITCHEN 2015 / RATIONAL



KITCHENS / LIVING KITCHEN 2015 / SIEMATIC



KITCHENS / LIVING KITCHEN 2015 / SIEMATIC

The SieMatic 29 sideboard with cabinetry in a Matt Black Oak finish and niche area in a Flannel Grey finish. The surrounding kitchen cabinetry and island is from the Urban lifestyle concept in a Flannel Grey finish. The worktop to the left is 8cm thick and the lower worktop is 1cm thick. Both are StoneDesign in a Black Granite finish which is also used to encase the end of the right side of the kitchen island.

ieMatic launched its
new Urban lifestyle planning
concept with the introduction
of the freestanding SieMatic
29 sideboard at the Living Kitchen
exhibition. Created by the SieMatic
development team in collaboration
with Berlin-based Kinzo design studio, the
SieMatic 29 concept is a striking departure for the
German brand. It is based on unusual contrasts
and the appreciation of interesting objects, and
is intended to celebrate how the city can be a
fascinating juxtaposition where old and new
collide to create exciting new fusions.

Paying homage to the company's origins in 1929 when it first produced kitchen dressers, the new SieMatic 29 sideboard reinvents the dresser with a contemporary aesthetic whilst incorporating its functionality and versatility. It provides a freestanding element which can be included within a kitchen living space to create a fresh and original design.

Designed to work within a variety of kitchen living spaces, the SieMatic 29 sideboard can be selected in different sizes and materials. It can be specified to be a key work station in the kitchen by incorporating appliances within it such as a hob, oven or sink. The sideboard's cabinetry features sleek clean lines and slim and elongated handles while its pedestal feet accentuate the sideboard's freestanding design and give it a feeling of lightness and character.

The broader Urban lifestyle planning concept complements the freestanding sideboard with contemporary cabinet combinations and a collaged island space mixing heights, finishes and open and closed elements. The look can be adapted to suit individual requirements with doors or drawers and open shelving available in a range of sizes. A breadth of colour options is available with SieMatic's ColorSystem of 1,950 colours, as well as wood finishes such as sand oak, matt black oak and natural walnut.

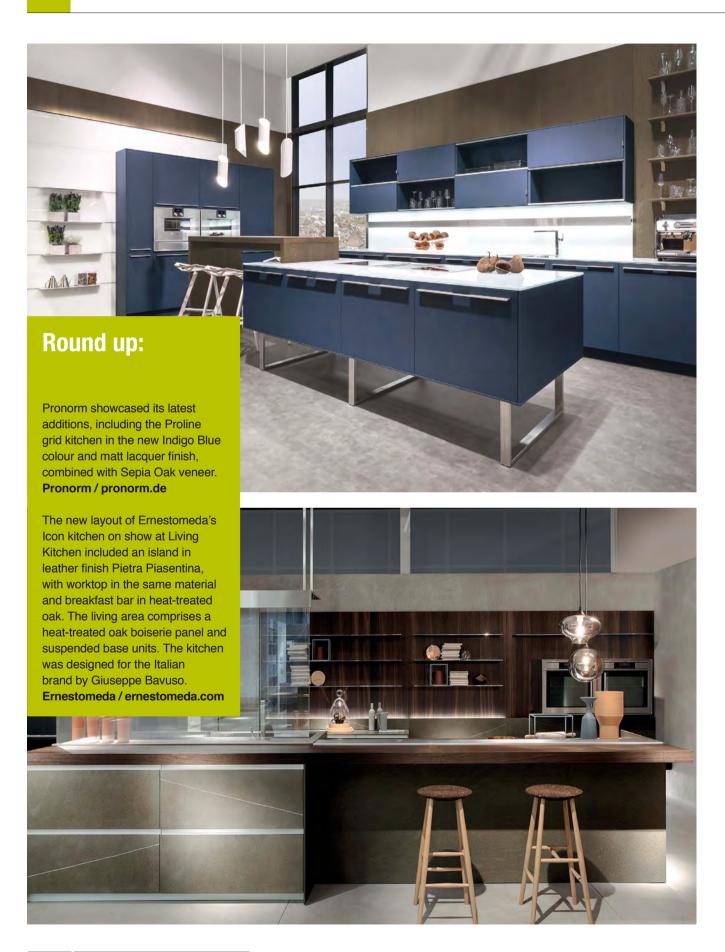
Contacts

SieMatic / siematic.co.uk





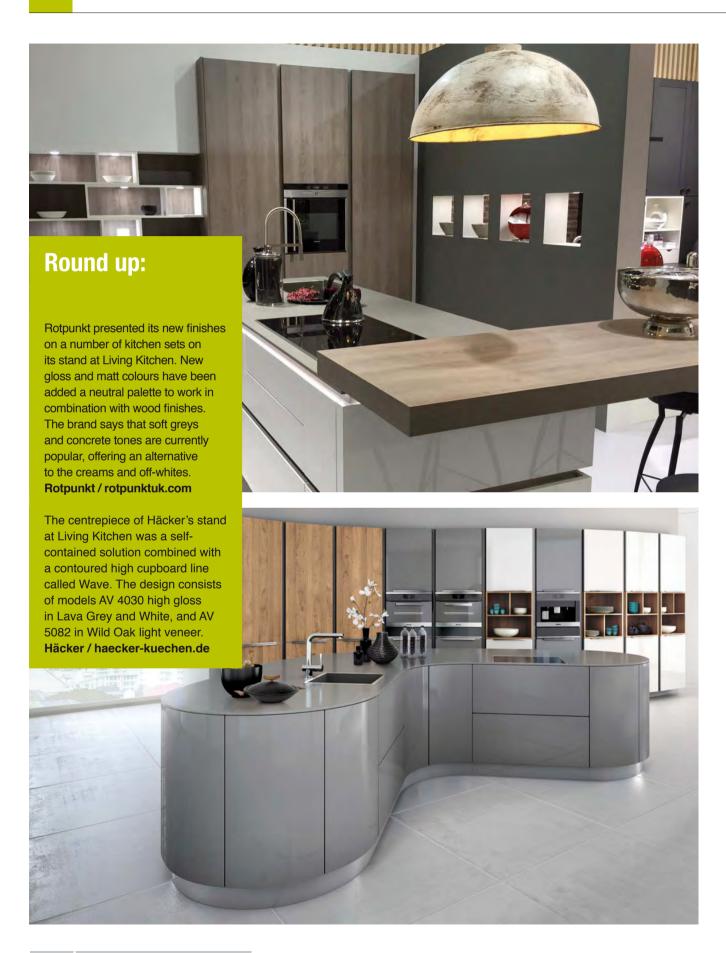
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Core Principles

THE KITCHEN MUST WORK PERFECTLY AS WELL AS LOOK GREAT, SAYS DESIGNER **FREIMUT STEHLING**, WHOSE LATEST DESIGN FOR GERMAN BRAND **EGGERSMANN** STRIKES THE PERFECT BALANCE

ith a track record for producing ultra-minimalist high-end designs, German brand Eggersmann was true to form with its presence at Living Kitchen with another attention-grabbing range.

Called Work's, it is the brainchild of Eggersmann Managing Director Michael Wunram and long-term designer collaborator Freimut Stehling, who have worked together developing products for 15 years. Stehling says that he wanted to create a semi-professional kitchen which closely resembles a professional kitchen. "I myself love cooking," he says. "While working and preparing food, I proceed in an organised way. Everything I need should have its usual accustomed place and must to be readily reachable. I like to be surrounded by other people who, together with me, are cooking, taking a sip of wine or a tasty morsel.

The Work's kitchen by Eggersmann is intended to be highly functional, with maximum accessibility to cooking tools and tableware

Three blocks of worktop are intended to create clearly differentiated zones and allow free movement around the kitchen space



"I wanted to leave behind those sophisticatedly designed kitchen units where the design, the appearance, and the prestige seem to have the exclusive priority while neglecting the fundamental function of a kitchen."

As well as a high degree of functionality, this kitchen's speciality is the finishes, which include solid wood, stainless steel, and high tech nanotechnology surfaces. It also includes turntable cabinets which can be rotated 360 degrees to allow full access to all of the unit's contents.

Wunram explains that the first version of the Work's kitchen presented at Living Kitchen featured a spy mirror but there are other glass varieties within the company's material range. The intention in the medium term is to use a large part of its whole material collection. In fact, there is plenty more to come in the near future he says: "The centrepiece of the kitchen consists of the turn systems and the aluminium bridge with its associated functional components.

"Work's is not a static system. We certainly will develop further items to be integrated into the range. It is aimed at ambitious hobby chefs who appreciate good design, precious materials and high functionality, so there is a lot we can do in the future."

Eggersmann's long collaboration with Stehling has guided the style of its design output over the years. Wunram



The Working Kitchen Designer Freimut Stehling on a return to core principles...

"There are fantastic appliances, powerful and low-noise exhaust hoods, high-tech ovens, stoves, steam cookers, dishwashers, and refrigerators. Nevertheless, we rarely 'stand' by the open plan kitchen even though it has developed more and more into a living area.

Many items are covered and hidden, so we reduce and diminish the practical value and importance of a kitchen. A kitchen is not just a showpiece to be looked at or to enhance prestige, but first of all it is meant for cooking. That's why I hope to offer more functionality. For example, the handle should again be used in the kitchen and finally take over again from handleless fronts."

66 77



Rotating wall units can be used to reveal all of the kitchens contents or closed to hide it all behind a mirrored glass surface







says: "Freimut is not only an excellent designer, he is also a real kitchen expert. He really knows what he is talking about!"

Work's is a natural evolution from past projects by Stehling. He says it remains true to his own design ethos: "Form follows function," he says. "I still attach great importance to that motto, but it should be coupled with functionality and aesthetics.

"As a designer, I would never copy or reconstruct products. In this respect I stick to my high moral and ethical principles. Industrial design should serve the purpose, create aesthetic and practical products and enrich the life of all of us."

Contacts

Eggersmann / eggersmann.com





Highly adaptable to the needs of the user, shelving and storage can be easily altered within the tall rotating wall units



Top of the Range

MIELE WENT UP A SIZE WITH ITS COOKING OPTIONS AT LIVING KITCHEN, PRESENTING A RANGE COOKER THAT IT HAS ALREADY LAUNCHED IN AMERICA AND WHICH MAY HIT THE EUROPEAN MARKET TOO...

iele presented a stand-out range cooker as a bit of a break from the norm. From a manufacturer where built-in ovens might be the more likely star products, this large range cooker drew the crowd to the company's stand at Living Kitchen.

The range cookers were initially developed for the North American market where 'big is beautiful' has always been the name of the game. Miele say that the ovens are twice as big as their European counterparts, and the market is dominated by freestanding units. According to a Canadian dealer, a 'heavy-duty look and feel' is what discerning customers in the US and Canada would expect of a range cooker.

As you might expect, Miele's take on this product category features a large proportion of stainless steel, but also includes solid, backlit rotary knobs, hinged handles which support sweeping ergonomic movements when opening appliance doors, and a high-resolution M Touch display. The control panel containing a TFT display also swings upwards at the touch of a button.



The 122cm wide freestanding unit has two ovens, the larger of which has a volume of 92 litres, along with the smaller oven cavity (which is an oven with microwave) at 43 litres.

In Cologne, Miele presented its top HR 1956 model together with a matching

DAR 1150 extractor unit with the objective of gauging feedback and considering whether to launch the products to the European market. **d**

Contacts Miele / miele.co.uk



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he very best kitchen
designers tend to have
at least one thing in
common – a broad
range of experience
that helps to inform and
inspire both the creative
process and the technical know-how
required to deliver high quality projects.

Robert Burnett, Head of Design at bespoke kitchen brand Holloways of Ludlow, certainly brings all this to bear in overseeing the company's steady flow of kitchen designs. With a degree in construction from Liverpool University, Burnett initially started out in the world of work managing construction projects before a spell in marketing, working for Kraft Foods for six years in a role that he enjoyed for its creativity, design and practical thinking.

He then went into business with his sister, running a concierge service called Urban PA, which helped busy professionals get things done around their homes. The shift towards his current kitchen-focused career path came about through a chain of chance circumstances. "A customer from Urban PA had been let down when a kitchen company they had commissioned went bust. They had lost their £15k deposit but I stepped in and came up with a design for the price of the remaining money she had intended to pay for the kitchen.

"The design was very different to the original plan but in the end, the customer said she was glad to have lost the deposit as she ultimately ended up with a much better kitchen."

That design ended up being featured in a magazine and the rest, as they say, is history. Burnett said: "Soon afterwards, somebody else called and asked if I would do theirs, then there were more calls, and it grew from there. I realised at that point how much I really enjoyed that mix of creativity and functionality that kitchen design demands."

KITCHENS / INTERVIEW / ROBERT BURNETT



At a business networking event in 2004, Burnett met Mark Holloway of Holloways of Ludlow. At the time, the company was outsourcing the kitchen side of the business and Burnett helped out with a few projects. The link developed and in 2006, the firm's kitchen arm was established.

Holloways of Ludlow celebrates its 30th anniversary this year, having starting out as an architectural and furniture salvage business evolving over time to the bespoke furniture brand that it is today. The essence of those original design principles – bringing together items that work and which simply look good – remains important to the business today. "It's difficult to define what makes something a nice thing, it's so subjective. But nice can be traditional, contemporary, old or new – the trick is to put them all together in a way that looks really fantastic.

"Our signature style is hard to pinpoint, but ultimately it is rooted in a love of 'stuff'. With my construction background and Mark's experience in the salvage business, we find we both share a passion in looking at radiators, tiles, flooring and different veneers and metals. That's what our kitchens are all about."

In addition to three showrooms, Holloways of Ludlow has its own workshop in West London which, in many ways, also serves as something of a design laboratory. "We making all this stuff and trying out new products all the time, seeing how certain veneers work on different surfaces, putting wallpaper onto kitchen doors and generally just trying out different things with interesting materials. Our clients really like that eclectic look."

One thing the company has always been clear about is the value of the service it provides. "We charge for design," said Burnett. "What we do is bespoke so we don't just have a range for the customer to come in and pick from. We go through quite a long creative process."

He adds that there are two distinct types of client, one who understands that you need to invest quite a lot of time into the design process and are prepared to pay for that, and others who are not so clear and just think they are buying a product and want the designer to show them a few options. "The customers that do invest in design always get a better outcome. We refund the design fee through the cost of the kitchen, but in doing it that way and charging for the design process itself, you reinforce the value of the design work and at the same time, encourage the customer to be committed to the whole process."

Burnett adds that in any case, clients are increasingly expecting to pay a design charge in much the same way they would if they were to use the services of an architect or an interior designer. "They get that if they are going to get good design, they need to pay design professionals. Six or seven years ago, charging for design was a really big deal, so this is something that I think is changing for many customers."

There is of course a difference between those retailers who are simply selling 'boxes' to customers and those that are offering a whole different level of service – and the latter demands the more

well-rounded skills that Burnett says he demands of his team. "A lot of customers come to us for advice on how to lay out the space, not just how to design the specific elements of the kitchen. They've often tried to work out a solution but are sometimes constrained by a lack of knowledge of how the building actually works. We're able to suggest removing a wall, moving a staircase, or digging down to solve it. Often, the key to creating a really good kitchen is to improve the space it will go into first before you put the stuff inside it."

Holloways of Ludlow employs a team of eight designers, each of whom works closely with their workshop colleagues. Burnett said: "Most of the people I employ are product designers, not solely kitchen designers. If you are making bespoke cabinetry, you have to be able to know how it's made in order to be able to give a design to a carpenter to make it. That mix of being able to design furniture and make it is actually quite key because if you're constantly coming up with ideas that can't be made then there's a lot of wasted time."

"Our designers are also very knowledgable and keep very clued up about the industry as a whole. We meet up regularly too, going through magazines and discussing things we've seen, designs we like and just general promoting that love of stuff. We use Pinterest a lot too, often setting up an account for customers to help them assemble a range of ideas and inspiration. It helps involve the customer in the process and many really want that."

Given the bespoke nature of Holloway of Ludlow's output – aside from Schuller furniture which they also offer – manufacturing techniques have remained traditional. It is all about the hand crafted skills, although technology is making a difference of course. Burnett says some customers are very well informed when it comes to appliances: "Some may have been along to the

KITCHENS / INTERVIEW / ROBERT BURNETT



KITCHENS / INTERVIEW / ROBERT BURNETT

Gaggenau or Miele showrooms and really know their stuff when it comes to cooking. It can be an immovable aspect of a design brief sometimes – I've learnt over the years that if you go to see a new client and they say they want to keep their AGA, you're not going to be able to talk them out of that. People often know what they like when it comes to those kinds of products."

The gas versus induction discussion is a less controversial one nowadays though. Burnett says five years ago around 80% of projects would have been specified with gas hobs, whereas now it is 80% induction. And, he added: "I can't remember the last time we fitted a kitchen without a boiling water tap, certainly not within the last three or four years. That is a product that was at one point viewed as an unnecessary luxury but is now seen

by our customers as a must-have." So 30 years on, the company is certainly not about to rest on its laurels. There are grand plans for the remainder of 2015, including a host of unusual new finishes which will be on display at a revamped Richmond showroom later in the year, involvement in Clerkenwell Design Week with concrete supplier LCDA, and further development of the company's bathroom showroom which opened next to the flagship kitchen showroom in Brook Green, West London, late last year.

Not only is the kitchen sector seeing growth on a wider level, but Burnett believes Holloways of Ludlow is particularly well-placed to benefit from some of the current consumer preferences: "It's been especially good for us lately as there has definitely been a trend towards authentic materials. You

never know how much of this is just in London, or because those that drop into our showroom already like what they see so it is hard to know how widespread the feeling is, but we've seen that instead of composite stone for example, people are coming in and ordering marble. When you point out that it may mark or stain, many customers are still happy with this.

"The in-frame kitchen seems to be more popular than on-frame, and there is a lot of interest in hand-painted cabinetry too. We do spray painting to a very high quality but many customers seem to be wanting hand-painting finishes on more classically-styled kitchens right now. That's not necessarily our specialism as such – we're equally very happy doing very contemporary kitchens – but it seems to be a popular direction recently."

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THE CUSTOMERS THAT DO INVEST IN DESIGN ALWAYS GET A BETTER OUTCOME

30 YEARS OF DESIGN



Holloways of Ludlow turns 30 this year and has made bespoke kitchens a central part of the business over the past decade in particular. As Head of Design, Robert Burnett personally designs and oversees kitchen spaces for private and commercial clients. The company is an approved Corian fabricator and regularly undertakes project of all sizes, combining Corian with other materials such as wood, stone, steel and glass at its West London workshop.

Burnett has been shortlisted for several kitchen design awards, and won *Kitchen Design of the Year* accolades from both *Designer* and *Homes & Gardens* magazines in 2012. Holloways of Ludlow also won the *British Design & Manufacturing Award* at the *Designer Awards* in 2013.



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High Riser

IDEAL FOR ANY GUESTS WITH A GOOD HEAD FOR HEIGHTS, THIS HOTEL BUILT INTO THE STRUCTURE OF A CRANE OFFERS LUXURY IN THE MOST UNIQUE OF SPACES

he Faralda
Crane
Hotel in
Amsterdam
comprises
three suites
that have
been cleverly integrated
into the framework of the
50m high crane like a full
scale Lego model.

For several decades, Crane 13 was a rusting, derelict landmark visible from the rear of Amsterdam Central Station and had fallen into disrepair following the closure of the shipbuilding yard at NDSM Wharf in 1984.

The structure was dismantled and taken away to be transformed into an exclusive design hotel by Edwin Kornmann Rudi and a team from IAA Architects before being brought back to the docks and placed 70 metres closer to the waterside. With an Outdoor-SPA (Sport X model) tub from Villeroy & Boch at a height of 50m above the ground

providing views across Amsterdam, the unique suites are accessible by two panorama lifts, with catering located in the crane's portal.

One of the 35 sq m suites is located in the old engine room and retains its industrial ambiance, whilst the other two have glass facades to make the most of the harbour views.

The bathrooms are equipped with Villeroy & Boch sanitary products from the Loop & Friends and Aveo collections. Highlights include the La Belle bathtub and the freestanding Squaro Edge 12 bathtub with skirting panel in Graphite Noir. The products were selected from Violet, the premium level within Villeroy & Boch's Projects concept.

To complete the general quirkiness of the space, lower down the revamped crane is a small studio for film, TV, music and media events. d





BATHROOMS / CASE STUDY / VILLEROY & BOCH











BATHROOMS / PRODUCTS



BATHROOMS / PRODUCTS



very two years, German bathroom brand Duravit hosts hundreds of customers and journalists for a 'pre ISH' event to showcase its new products. This year's broad selection of new additions included striking designs from the likes of Eoos Design, Phoenix Design and Philippe Starck – all of which will feature in *Designer* in the coming months.

But when it seemed like they had unveiled enough new ideas for one ISH, their final big reveal was for an extra offering from the company's long established collaboration with Starck.

Called Cape Cod – and inspired by the picturesque and unspoilt peninsular on the US East Coast – the range has been designed to bring a touch of nature indoors.



THE CAPE COD RANGE HAS BEEN DESIGNED TO BRING A TOUCH OF NATURE INDOORS

BATHROOMS / PRODUCTS



appeals thanks to its solid quality and distinctive look, which features a visible irregular edge that makes each item of furniture unique. Starck intended this to be reminiscent of a ship's plank that has been weathered by storms and washed ashore on the beach.

An alternative to the wood finishes is offered by the version in high gloss White, which is also available with doors and shelves on the side. A minimalist rectangular mirror (1106 x 766 mm) can be combined with LED illumination to create a coordinated washing area.

Cape Cod also includes a bathtub that features a shaped headrest. The tub has been designed as a monolith and produced from the new solid surface material DuraSolid A, which offers a warm feel and matt appearance. It is available as a freestanding model and as a backto-wall and corner version for left or right.

As an option, the bathtub can be equipped with an integrated air whirl system and/or an integrated sound system that can be operated using any Bluetooth-compatible device.

In order to create a uniform and harmonious look, the Cape Cod products can be combined with selected toilets and bidets from the Starck 1, Starck 2 and new ME by Starck ranges.

Contacts

Duravit / duravit.co.uk



London's kbb Showcase

RETURNING WITH EVEN MORE KITCHEN AND BATHROOM BRANDS, THIS YEAR'S MAY DESIGN SERIES WILL BE THE BEST YET ...









ay Design Series, brought to you by the organisers of kbb Birmingham, will return to London's ExCeL this year with its biggest kbb offering yet. With 140 kbb brands taking part in the show - which runs from 17-19 May - both contract buyers and retailers alike will be able to source the very latest products at this annual kbb event.

The show will introduce visitors to international companies previously unseen in the UK, and provide an opportunity to browse the latest ranges from the major players such as British Ceramic Tile, Leicht, JJO, RAK Ceramics and Rotpunkt - all of whom will be returning to the NEC for what is already shaping up to be a vintage year for kbb Birmingham in 2016.

The show floor at May Design Series will boast 50% international exhibitors, including La Fabbrica, Neolith, Artinox, ARREDO3, THG, and Portuguese tile manufacturer Love Tiles, by Gres Panaria. Love Tiles will be displaying its latest collections of glazed porcelain. technical porcelain, anti-slip and single fired wall tiles.

Also on display for the first time in the UK will be HotSpot Titanium, the boiling water tap brand by Dutch manufacturer Inventum. The HotSpot tap is sleek in design and can switch instantly between hot, cold and boiling water, offering practicality and environmental benefits to the user, as well as being the safest boiling water tap on the market.

May Design Series will bring together five product sectors - kbb, Lighting, Furniture, Decor and DX – to create the UK's most internationally focused trade exhibition. Registration is now open at the May Design Series website.d



May Design Series / maydesignseries.com





mages from Leicht, La Fabbrica, THG and No

Going Global

NEW ZEALAND-BASED DESIGNER MAL CORBOY
HAS BEEN MAKING A NAME FOR HIMSELF WELL
BEYOND THE ANTIPODEAN ISLAND COUNTRY.
WE SPOKE TO HIM ABOUT THE INSPIRATION BEHIND
SOME OF HIS MOST DISTINCTIVE DESIGNS...

DESIGNER: What is your background and what initially led you to a career in design?

Mal Corboy: I completed my cabinet making apprenticeship with the Public Works in Perth a number of years ago and worked on some fantastic projects including Government House. I then took a break from this for a couple of years and drove trains in the outback of Australia – as one does! I moved to New Zealand in the late 80's with my then wife to start a family, so I went back into cabinet making and started my own business of design and build.

However, I never pushed the boundaries of design back then, always played it on the safe side. I really came into my own when I decided to get out of the cabinet making side and concentrate on design only. Then, around 2000, I was asked the question which really resonated with me: "Why don't you challenge yourself?" That year I won my first award and never looked back.

DESIGNER: How would you describe your signature design style?

Corboy: I think most people would say contemporary and the use of colour and lighting, however I believe I don't have one set style although every project will have a 'Mal Corboy' factor to it. Lately, I've been doing quite a few traditional and industrial styled kitchens, but people always know it's my design.



MAL CORBOY

Perhaps New Zealand's most high-profile kitchen designer, Mal Corboy has established a wider recognition for his eye-catching interiors and custom furniture design. He is passionate about form, function and colour, and blends these qualities with the client's brief to create spaces for homeowners in New Zealand, Australia and the USA. Corboy is a Certified Kitchen Designer and is a professional member of the Designers Institute of New Zealand (DINZ). He is a multiple award-winner, most recently scooping Best KBB Project at the SBID International Design Awards in 2014.









KITCHENS / INTERVIEW / MAL CORBOY



DESIGNER: What kitchen design trends have you seen emerging most recently?

Corboy: In New Zealand and Australia there tends to be a movement towards traditional/industrial style. I've noticed in America more people are opting for soft contemporary, a bit of a flip in the respective countries' styles. Although in America, traditional, country and shaker style is still the most popular.

DESIGNER: How has the customer changed over recent years – is there a better understanding of design on their part, or has the typical 'wish list' changed significantly?

Corboy: I have found the consumer has become quite savvy when it comes to what they want. With the advent of design sites like Houzz they have millions of pictures for design inspiration. You can't turn on a television without seeing a cooking or design show, which is reflecting in homes now.

Clients are wanting to cook and entertain more, and with this comes more gadgets and more storage. I have on more than one occasion found myself saying to a client you simply don't have room for that many ovens, you'll be left with no storage!

DESIGNER: Where do you get your own inspiration from?

Corboy: It sounds like a cliché but everywhere. I think I drive my partner mad – we will be enjoying a meal and I say to her 'look how the light is reflecting on the wall and has changed the colour dramatically'. I also love shoe design. I've seen some magnificent cantilevered shoes and fantastic colours.

To be perfectly honest, I'm a great believer you either have it or you don't. You can teach someone the basics of design but you can't teach them to be inspired or produce great design. That's something that is in your heart.

DESIGNER: How is technology changing what is possible in bringing some of your design ideas to reality? Corboy: There is always something new coming to the marketplace but it

doesn't necessarily mean it is all good. I have noticed that with the number of machines doing all the skilled work for cabinet makers, the art of cabinet making has been dumbed down a bit. I'm not saying all companies are like this, but there are firms I know couldn't make certain kitchens that I design, due to the detail involved and the fact that they require old cabinetry skills such as hand carving and shaping. However, with technology comes positives, in particular production times are shorter.

DESIGNER: Which of your past projects have been your own personal favourites and why?

Corboy: The latest one I'm working on is always my favourite. If I was to look back on some of the most satisfying,

KITCHENS / INTERVIEW / MAL CORBOY



KITCHENS / INTERVIEW / MAL CORBOY





three come to mind. Firstly, the one that I won the SBID award for on Waiheke Island. Although this project looks simple, it was the most technical kitchen I've done. The amount of engineering in the island alone was quite a feat and without the total faith of my client, it probably would have never seen the light of day.

Second would be the pink kitchen with the Fleur-de-lis pattern, as my design brief was simply 'we want a Sub-Zero fridge and WOW us!' Believe me, I was nervous when I showed them my concepts for that kitchen but they loved it and that has become one of my most published kitchens around the world.

Finally, I would also include a little art deco kitchen I did. The client really wanted me to design for her and when she saw the end result the look on her face was nothing short of magnificent. In fact, I still occasionally receive a text from her saying she is just sitting in the kitchen and still loves it.

DESIGNER: What is the hardest part of your job – and which is the most enjoyable?

Corboy: I think counselling people through their wants and expectations compared with reality can be tough. In saying that, if you handle this well they

are always happy with the end result. Probably the most enjoyable part is when they see the completed project for the first time. I still get a thrill from that.

DESIGNER: How do the NZ and Australian markets differ from elsewhere in terms of the approach to kitchen design and current trends? Corboy: As I mentioned before, New Zealand and Australia are moving towards the traditional/industrial styles. We also spend a lot of time entertaining outside, therefore our kitchens will often have easy access to the outdoor area.

Traditionally, UK kitchens are smaller and integrate laundries into them – which we don't – and in some cases tend to include more non-fitted elements. I've also noticed that some UK designers are heading towards a much more modern feel.

DESIGNER: A UK kitchen designer recently told us that they felt lighting is often neglected despite being an important tool for designers. Which aspects of kitchen or bathroom design do you believe are underutilised in their potential to help deliver a great end result?

Corboy: I'd agree with that. Moreover when it is used, it is often positioned

terribly or is the wrong sort of lighting. I'm known for my lighting for not only task but also ambient and I pride myself on my lighting plans which are very detailed. I also find storage in bathrooms is extremely poor in many designs I've seen, and on numerous occasions the toilet is facing the door – that really irks me!

In the kitchen, the lack of drawers and bad placement of appliances can be a common fault. For example, a dishwasher placed in a corner, or fridges hard against a wall which means they can't be fully opened.

DESIGNER: What new projects are you working on now, and what are your broader plans for the future? Corboy: Currently I'm working on various projects including office fit outs, set production, full interiors and of course kitchens. These are spread between New Zealand, Australia, Trinidad and Los Angeles. Looking further ahead, I would like to also obtain more work in countries I haven't designed in, as well as perhaps speaking engagements and judging opportunities. C

Contacts

Mal Corboy Design / malcorboy.com

d83



Celebrating Excellence

APPLIANCE BRAND NEFF REVEALED THE WINNERS OF ITS 2015 AWARDS LAST MONTH. DESIGNER WAS THERE TO HEAR ALL ABOUT SOME BIG RETAIL ACHIEVEMENTS...







ow in its seventh year, the Neff MasterPartner Excellence Awards was established as a way for the appliance manufacturer to give wider recognition of the work its premium retailers do in

of the work its premium retailers do in the kitchen sector.

Around 400 retailers and other guests attended the awards ceremony, held last month at the Roundhouse in Chalk Farm, North London, which was presented by Paul Hollywood of the BBC TV programme *The Great British Bake-Off.*

Awards were presented for best MasterPartner showroom, window display, best use of advertising, marketing and social media and the big award of the night for the Supreme MasterPartner which was won by Ramsbottom Kitchen Company, Bury. There were also two awards for Best Kitchen Design using Neff. The winning project for the Under £20k category was Martin Baptie

of Edinburgh-based Development
Direct. The design was for a developer
who specialised in period house
renovations. They requested a warm
yet contemporary kitchen that would
not be too stark a contrast to the period
surroundings yet would provide a
sophisticated focal point to the
overall space. They asked for it to
feel like a party space so Baptie had
to be careful not to let the kitchen
overpower all the floor space and
feeling in this grand room.

Baptie said: "The period listing of this property meant that we could not interfere with the period features like the large moulded skirtings or the cornice, so I introduced a studwork framework around the sink run that was scribed carefully around the skirtings. This allowed the tall units to sit away from the skirtings and deep facings and actually helped the kitchen to breathe, giving an enhanced feeling of space. The horizontal top apart of the studwork gives a definitive break to the kitchen from the period cornice above it."

This kitchen possesses perfect symmetry which is further enhanced by the feature picture-frame studwork. The ovens sit perfectly symmetrical on either side and then the island has the same visual framework in the form of the breakfast bar that mimics the tall studwork. The linear induction hob sits central to everything with slick yet subtle presence whilst the mirror splashback enhances the symmetrical approach, which allows the ovens to blend in subtly.

The other finalists in the category were Maxine Hutchinson of Lancashire-based Kitchen Design Centre, and Colin Wong, who is Martin Baptie's Design Director at Development Direct. Martin Allen-Smith, Editor of *Designer Kitchen & Bathroom* and one of this year's Neff Awards judges, said: "The quality of entries this year was high. Very strong attention to detail was what set the three finalists apart, and Martin Baptie's design had a wonderful sense of balance and proportion that just gave it the edge."

KITCHENS / NEFF MASTERPARTNER AWARDS













KITCHENS / NEFF MASTERPARTNER AWARDS







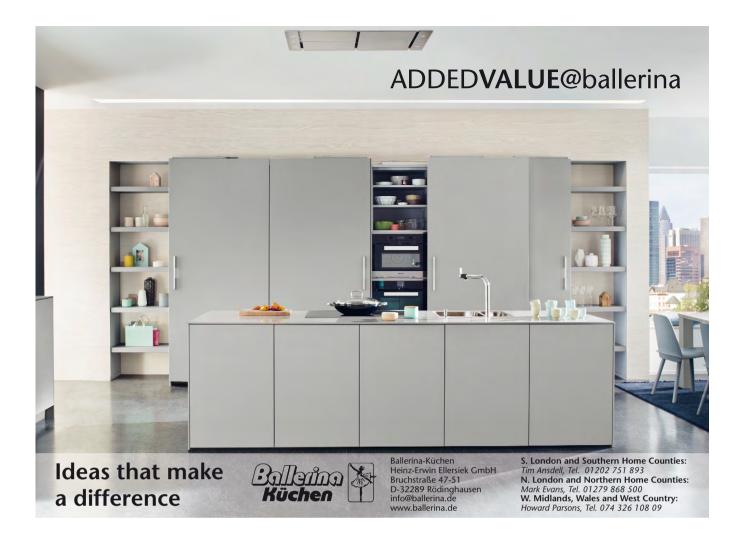




Martin Baptie (right) receives his award from *Designer* Editor Martin Allen-Smith

Contacts

Neff / neff.co.uk
Development Direct / developmentdirect.co.uk



EPiCAD is more than just a CAD system...



EPiCAD from ProFactum Ltd is the choice of discerning independent and national KBB retailers needing to provide high quality presentations to clients and manage sales teams and products.

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To discuss your requirements call us on: 0114 2665 775 or visit our web site at epiCAD.co.uk

EVENT PREVIEW / ISH

Preview:

ISH 2015

MESSE FRANKFURT, GERMANY 10-14 MARCH 2015

iennial
bathroom
show ISH
takes place
in Frankfurt
this month
with
optimism high for the
sector in the year ahead.

Organisers have put together the usually long roll-call of exhibitors from across Europe and beyond in what is one of the world's biggest bathroom showcase events. Messe Frankfurt expects around 2,400 exhibitors from around the globe to present their latest products and services on 260,000 sq m of exhibition space.

'Comfort meets Technology' is the theme for this year's show, with a focus on future-oriented issues such as resource conservation and renewable energies. Key issues being addressed through a number of special features include the multigenerational bathroom, changing bathroom architecture in the light of

demographic change, and the efficient use of water as a resource.

There is also a look at global bathroom trends. comparing the luxury trends in New York where there is an emphasis on large, freestanding egg-shaped bathtubs, large washstands and extra large showers, with Tokyo's clever luxury solutions to scarce living space. Trends in Sydney are often concentrated on aesthetic sustainability, with open room concepts and slim, straight furniture, whilst São Paulo bathrooms can be typically open to the garden and with natural stone and dark wood providing the setting for minimal design.

ISH 2015 will also feature a special exhibit called Pop Up My Bathroom which aims to explore the concept of the 'barrier-free bathroom'. Designs will include variable floor plans and modern systems of installation which are aimed at enhancing the adaptability of the bathroom













 something likely to become more important in the future as the needs of users change.

Four main schemes will be included to stimulate creative thinking, including bathrooms designed to offer something adventurous for children, relaxing for individuals, flexibility for families, and accessibility for older people.

Some of the highest profile designers in the industry will be figuring significantly during the event. Among the new launches at this edition of ISH are new tap designs for Zucchetti by Roberto and Ludavica Palomba, bathroom ranges by Philippe Starck and Eoos Design for Duravit, and new additions to Victoria + Albert Baths' offering designed by Sandro Meneghello and Marco Paolelli.

See the April issue of Designer Kitchen & Bathroom for the first part of our extensive coverage from the show. d

Contacts
ISH 2015 /
messefrankfurt con

SURFACE DESIGN SHOW IN NUMBERS

Over 187,000 visitors attended ISH in 2013 34% of visitors to the 2013 edition of ISH came from outside Germany Around 2,400 exhibitors are expected to attend ISH 2015

DESIGNER RECRUITMENT



Recruitment specialists for the Kitchen, Bedroom and Bathroom industry

Experts in the recruitment of all personnel within this exciting and dynamic industry from Kitchen Designer through to Director. We provide unrivalled service coupled with high levels of integrity and professionalism and above all results.

Inspirational Kitchen Designer – London Salary: £25K Basic plus commission £60K+ OTE

With a recent surge in client activity we are now looking for an experienced and accomplished kitchen sales designer. You must be experienced in working with mid to high end product at an average order value in excess of £20K. This is a crucial position in the companies continued growth and expansion, as such a high OTE can be expected for the most driven of individuals.

We are looking for at least three years previous showroom based experience with demonstrable achievements and previous sales figures. We would like to see CV's from kitchen designers who are looking to be challenged and excited by the product that they work with.

If interested we would like to receive applications including a full CV and detailed history with examples of previous product experience and sales achievement. *Ad Ref: DKBB01*

Kitchen & Home Interiors Sales Designer

- Surrey Salary: up to £30K basic + Commission, realistic OTE £60K+

We are looking for a talented and driven sales person to join this rapidly expanding home interiors business, based in Surrey. You must have a "can do" approach and a professional manner coupled with a proven sales history. This is a split role between sales and design, so in addition to good selling skills you must have some form of creative, design experience.

We will require you to demonstrate that you have a strong sales track record with not only a good conversion rate but also evidence of your ability to build customer rapport. This is a showroom based position, where you will be required to work Saturday, with one day off in the week. You must also be in possession of a full UK driving licence and a car. All applications will be treated in the strictest confidence and all suitably qualified candidates responded to within 48 hours. *Ad Ref: DKBB03*

Project Manager £35-40K plus profit share Location – South West London / North London / Surrey / Central London

We are looking to recruit two experienced Project Managers to work for this high end kitchen retailer who have a growing portfolio of showrooms in London and the surrounding Home Counties. This is an exciting opportunity to work with a truly dynamic and inspirational brand under the guidance of an experienced management team.

To be considered we are looking for Project Managers from within the kitchen industry who have worked with mid to high end aspirational product and are used to managing the expectations of clients at this level.

We are looking to receive applications from interested parties across both London and the Home Counties as we are looking towards the future placement of the right individual in the right location. In the first instance we would like to see a CV which clearly states previous product exposure including brand name, average order value and largest project to date in both terms of size and value. We also need to know geographical areas that you are prepared to cover. Ad Ref: DKBB02

Showroom Sales ConsultantBathrooms – London/Home Counties

We are looking to recruit an experienced bathroom sales designer. This position will be working with a high end/ luxury product from a high street based showroom location. We are looking for someone who has strong, previous sales experience with at least two years within the bathroom or related industry. Due to the level of product that you will be working with we would like to see the bathroom experience project value in excess of £7K. Experience in Autocad and/ or VirtualWorlds would be ideal.

You must have a professional and polished sales approach, and must be comfortable working a lead from start to finish with a strong product understanding. *Ad Ref: DKBB04*

To apply for any of the above positions please send your CV to enqs@kbbrecruitment.co.uk 01371 821549 / kbbrecruitment.co.uk

DESIGNER PORTFOLIOS

KITCHENS



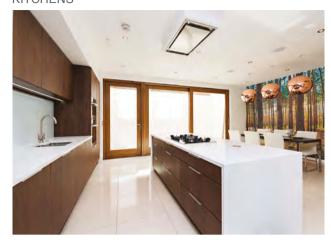
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Every two years, "markt intern", Europe's biggest branch-information-letter publisher initialises a nationwide survey in which German fitted kitchen furniture specialists measure the performance of their suppliers. In competition with 19 suppliers / brands Ballerina Küchen is the 1st place total winner of service performance Kitchen 2014.

Ballerina Küchen info@ballerina.de ballerina.de



KITCHENS



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KITCHENS



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The Lazio Lava kitchen is the latest door from the K Collection, exclusive to PJH. With a sleek integrated J-handle and premium high gloss finish in a dark earthy grey shade, Lazio Lava ticks all the boxes when it comes to 2015 design trends. The high specification includes features such as a durable 18mm cabinet and Hettich soft-close integrated doors and drawers.

K COLLECTION 0800 877 8899 k-kitchens.co.uk pjhgroup.com/online



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WORKTOPS



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Deralam 01257 478540 deralam.co.uk



WORKTOPS



Neolith

NEOLITH from THESIZE is now distributed in the UK by QF Distribution. QFD will stock 17 surface finishes in a size of 3200 x 1500 x 12mm which includes solid colours and stimulating designs. NEOLITH has unique technical surface features such as highly resistant to scratches and abrasions and high temperatures. NEOLITH can be used in a variety of ways, including worktops, splash backs and tiles.

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DESIGNER PORTFOLIOS

TAPS



Astbury Single Lever Tap

Astbury from the Abode Heritage range, with its curvaceous shaped spout and fluid lines – design forged in the past, but with the technology utilised in its manufacture, very much today. There are four aspirational ranges within the Heritage collection with and without integrated handsprays and available in best selling chrome and pewter finishes.

Abode 01226 283434 abode.eu



FI OORING



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Mrs Stone mrs-stone-store.com



HINGES



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The thick-door and wide angle hinges allow all the Sensys benefits on doors up to 32mm thick but achieve this with a mere 1.9mm gap between doors. The new wide-angle Sensys allows the cabinet door to open to 165°, making access much easier. But unique to Hettich is that full access to the cabinet can be achieved at 95° opening, so internal drawers can be accessed without opening the door to its full extent.

Hettich 0161 872 9552 hettich.com/uk



CAD



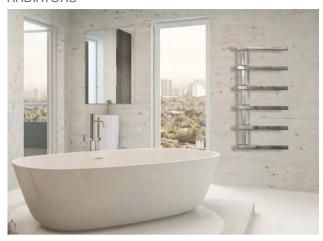
Virtual Worlds Transforms CAD with New Rapid Rendering

The latest generation of Virtual Worlds Professional (5.9) is out. It delivers higher quality photo-realistic renders, 25% faster than previously, both saving time and improving quote to order conversions. The handy new layers functionality allows designers to flick between 3D layouts, highlighting alternative style, colour and budget options.

Virtual Worlds 01908 663848 virtualworlds.co.uk



RADIATORS



JIS Hickstead Towel Rail Raises the Bar for Elegance and Performance

With its distinctive pattern, the Hickstead heated towel rail from JIS Europe's Sussex collection is suited to both top end residential and many commercial applications. Fashioned from the same highly durable grade of stainless steel and as with the rest of the Sussex collection, the Hickstead is available in central heating, dual fuel or electric only options.

JIS EUROPE 01444 831200 sussexrange.co.uk



BATHROOMS



Ideal Bathroom Famous Price Guide Takes on a New Look

Ideal Bathrooms Yellow Price Guide has been something of an industry institution for over 30 years. It has now undergone a radical change whilst still retaining its familiar yellow colour and with all the best bathroom brands at outstanding prices. The change reflects Ideal Bathrooms' new look brand strategy whilst also making it easier to navigate.

Ideal Bathrooms 0800 634 2600 idealbathrooms.com



SURFACES



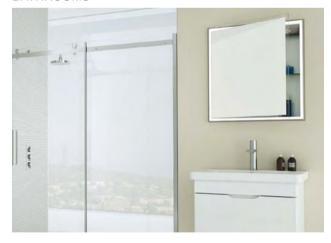
The Evolution of Stone into a Perfect Surface

Polyrey's 2017 UK Washroom Collection brochure now features eight brand new decors—six solid colours and two wood grain—inspirational colour combinations and a focus on LRVs (light reflectance values) to meet the needs of designers looking to create striking washrooms. The collection now boasts 50 decors making it one of the most valuable, diverse and comprehensive available.

Polrey 01923 202700 polyrey.uk@polyrey.com



BATHROOMS



New INSIDE range launch

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saneux

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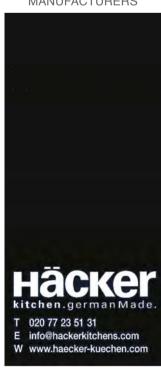
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Exit

ONE LAST THING FROM THIS MONTH'S MAGAZINE...

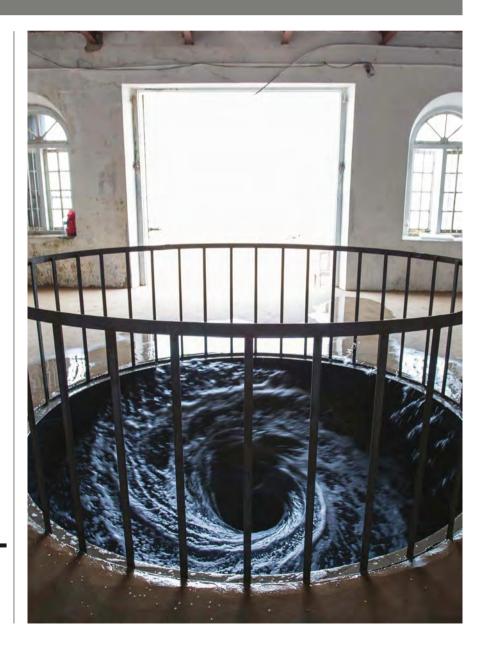
Anish Kapoor takes the phrase 'water feature' to a whole new level...

With *Designer* having recently visited visited Hansgrohe's HQ in Germany and seen the latest versions of Axor's Starck V tap in all its water vortex glory, this art installation by Turner prize-winning artist Anish Kapoor (creator of the ArcelorMittal Orbit tower at London's Olympic Park) caught our eye.

Called Decension, the artwork is in keeping with Kapoor's interest in creating pieces that fill, distort or otherwise disrupt the space they inhibit. Housed at Aspinwall House in Fort Kochi and a main feature of the Kochi-Muziris Biennale in India, it is a seemingly endless vortex of dark water which is both mesmerising and full of metaphorical meaning concerning the water's perpetual force and downward pull into an unknowable interior. d

Contacts

Anish Kapoor / anishakapoor.com Kochi Muziris Biennale 2014 / kochimuzirisbiennale.org





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